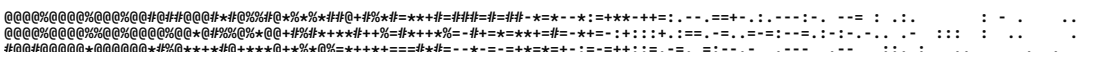
JUSTIN FREILER

DESIGN DIRECTOR PRODUCT / AI / BRAND NORRISTOWN, PA JUSTIN@JUSTINFREILER.COM JUSTINFREILER.COM



(00) SUMMARY

Design director with 25+ years leading product, interactive and brand work for the NFL, Nike Vision, American Express, Marriott and Toyota TRD. I **build** design practices and run them: standing up an agency's AI application practice, setting design-system governance across multi-brand app suites, and partnering with C-suite leaders to set product d i r e c t i o n. I turn complex AI capabilities into products people trust, and I still prototype in real code, so direction and delivery stay one job. Founder of Alien Interactive.

(01) EXPERIENCE

ALIEN INTERACTIVE — PRESENT

FOUNDER

- Founded and lead a product and brand studio; set its direction, positioning and identity system.
- Run client engagements end to end, from executive alignment and product strategy through AI-assisted prototyping in real code to launch.

FREELANCE — PRESENT

DESIGN DIRECTOR

- Set digital product vision, interaction standards and design systems with executive leadership at the NFL, Nike Vision and American Express.
- Own design direction from strategy to shipped product, architecting UX for high-impact web and mobile launches and turning complex requirements into scalable production frameworks.

STRIDEUX — 2025 – 2026

LEAD DESIGNER

- Built and led the agency's AI application practice, defining its human-AI interaction guidelines, prompt-driven UI frameworks and agentic UX patterns and taking them to enterprise clients.
- Directed product design across concurrent enterprise engagements (IntelliShift, Respondology, Taskray), setting roadmap strategy with client C-suites.
- Set design-to-development standards and shared component libraries that sped delivery across multidisciplinary teams.

NXT HUMANS — 2024 – 2025

LEAD DESIGNER

- Set design-system strategy for a multi-brand enterprise app suite: component governance, WCAG accessibility standards and a scalable token architecture.
- Defined conversational AI interface patterns for enterprise intranet platforms, balancing model constraints with a seamless experience.

CAPGEMINI — 2023 – 2024

LEAD DESIGNER

- Led design-system development for an internal suite of enterprise apps, and shaped the component model for a conversational AI intranet dashboard.

DEERFIELD AGENCY — 2022 – 2023

CREATIVE DIRECTOR

- Directed creative strategy, research and art direction for healthcare clients' marketing campaigns.
- Led brand identity and UX/UI for the agency's own digital products and websites, and mentored and trained the design team.

GOODFOLKS — 2021 – 2022

LEAD DESIGNER

- Led UX/UI and mobile design systems for healthcare and fintech products, and set creative strategy, art direction and identity systems for consumer brands.

EPAM — 2021

LEAD DESIGNER

- Led UX/UI design and design systems for fashion and beauty e-commerce platforms.

COGNIZANT — 2020 – 2021

SENIOR ART DIRECTOR

- Directed creative strategy and art direction for branding across digital and print; built and managed design systems, and trained and mentored designers.

MOBIQUITY — 2018 – 2020

UX/UI DESIGNER

- Designed UX/UI for mobile applications and responsive websites; built prototypes and ran beta testing.

EARLIER CAREER — 2002 – 2006

ART DIRECTOR · DESIGNER

- Art direction and design for Flash and HTML sites, kiosks, game interfaces and brand identities at Refinery, Mindflood, 2Advanced and Webpro.

(02) SKILLS

LEADERSHIP & STRATEGY

- Building and running design practices
- Product strategy and vision
- Executive and C-suite alignment
- Roadmap strategy
- Cross-functional leadership
- Design mentorship
- Design operations and handoff standards

AI PRODUCT DESIGN

- Conversational and agentic UX
- Human-in-the-loop patterns
- AI interface architecture
- Model output legibility and trust
- AI-assisted prototyping in real code

SYSTEMS & CRAFT

- Design system architecture
- Governance and tokens
- WCAG accessibility
- Information architecture
- End-to-end product design
- Brand and identity systems
- Data visualization

TOOLS

- Figma
- Claude Code
- Cursor
- GitHub
- Vercel
- Linear
- Jira
- Miro

(03) EDUCATION

East Carolina University — Graphic Design — 1998 – 2002

New Horizons Computer Learning Center — Web Design and Information Technologies — 2002

(04) LINKS

JUSTINFREILER.COM · LINKEDIN · BEHANCE · INSTAGRAM · ALIEN INTERACTIVE